

ABSTRACT

The invention relates to a content providing system and method, a content providing apparatus and method, a content receiver and method, a recording medium, and a program that make it possible to provide viewers with transaction contents.

at low cost. Plural broadcasting apparatuses include trigger contents in program contents and broadcast the program contents to digital television receivers. The broadcasting apparatus broadcasts transaction contents that are displayed when the trigger contents of the plural broadcasting apparatus are turned on by the plural digital television receivers. It is possible to apply the invention to a digital television broadcasting system.